

## **EEO PUBLIC FILE REPORT**

This Report covers full-time vacancy recruitment data for the period September 22, 2015 to September 23, 2016.

**1) Employment Unit: Good Karma Broadcasting, LLC (West Palm Beach, FL)**

**2) Unit Members (Stations and Communities of License):**

<b>WEFL (AM)</b>	<b>FCC Facility ID No. 35148</b>	<b>Tequesta, FL</b>
<b>WUUB (FM)</b>	<b>FCC Facility ID No. 24143</b>	<b>Jupiter, FL</b>

**3) EEO Contact Information for Employment Unit:**

Mailing Address:  777 S Flagler Drive, Suite 106 West Palm Beach, FL 33401	Telephone Number: (561) 697-8353
	Contact Person/Title: Kelli Gabel/Human Resources
	E-mail Address: kgabel@goodkarmabrands.com

**4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

### **Job Title**

### **Recruitment Source Referring Hiree**

1. Sports Anchor and Multimedia Journalist
2. Marketing Consultant

TVJobs.com  
Internal Candidate

**WEFL (AM) and WUUB (FM) are an Equal Opportunity Employer.**

## 5.) Job Title

### 1. Sports Anchor and Multimedia Journalist

## Recruitment Source Referring Hiree

TVJobs.com

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Company Websites	Market Contact	Goodkarmabrands.com, Espnwisconsin.com, Espnwestpalmbeach.com, espncleveland.com	Beaver Dam, Cleveland, Madison, Milwaukee, West Palm Beach	0	No
Connecticut School of Broadcasting	Tom Adams	3450 Northlake Boulevard, #110, North Palm Beach, FL   csbpalmbeach@gocsb.com	(561) 842-2000	0	No
Florida State University	Jim Harris/Sean Collins	A4100 University Center, Tallahassee, FL   www.career.fsu.edu	(850) 644-6431	0	No
Hispanic Human Resources Council	Luciano Martinez	1427 S. Congress Avenue, West Palm Beach, FL   hhrcjmp@aol.com	(561) 641-4198	0	No
Indeed.com	Webmaster	indeed.com	N/A	0	Yes
Industry Referral	N/A	N/A	N/A	4	No
Nova Southeastern University	Fay Salmon	3301 College Avenue, Fort Lauderdale, FL, FL   www.nova.edu/career/employers	(954) 262-7300	0	Yes
Lynn University	Dana Levy	3601 N. Military Trail, Boca Raton, FL   Cgill@lynn.edu	(561) 237-7287	0	No
TVJobs.com	Webmaster	tvjobs.com	N/A	2	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	0	No
University of Florida	Jill Skufe	100 J. Wayne Reitz Union, Gainesville, FL   www.crc.ufl.edu	(352) 392-3261	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900, Madison, WI   www.wi-broadcasters.org	(608) 255-2600	0	No
WorkInSports.com	Webmaster	www.workinsports.com	N/A	0	No

### 2. Marketing Consultant

### Internal Candidate

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Company Websites	Webmaster	Goodkarmabrands.com	Beaver Dam, Cleveland, Madison, Milwaukee, West Palm Beach	1	No

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Connecticut School of Broadcasting	Tom Adams	3450 Northlake Boulevard, #110, North Palm Beach, FL   csbpalmbeach@gocsb.com	(561) 842-2000	0	No
Employee Referral	N/A	N/A	N/A	2	No
ESPN West Palm Beach On-air ad	N/A	777 S Flagler Drive, Suite 106 West Palm Beach, FL 33401	(561) 697-8353	3	No
Florida Atlantic University	James Watson Jr.	777 Glades Road, SU220, Boca Raton, FL   www.fau.edu/cdc	(561) 297-3536	0	No
Florida State University	Jim Harris/Sean Collins	A4100 University Center, Tallahassee, FL   www.career.fsu.edu	(850) 644-6431	0	No
Hispanic Human Resources Council	Luciano Martinez	1427 S. Congress Avenue, West Palm Beach, FL   hhrcjmp@aol.com	(561) 641-4198	0	No
Indeed.com	Webmaster	indeed.com	N/A	4	Yes
Industry Referral	N/A	N/A	N/A	1	No
Nova Southeastern University	Fay Salmon	3301 College Avenue, Fort Lauderdale, FL, FL   www.nova.edu/career/employers	(954) 262-7300	0	Yes
Lynn University	Dana Levy	3601 N. Military Trail, Boca Raton, FL   Cgill@lynn.edu	(561) 237-7287	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	0	No
University of Florida	Jill Skufe	100 J. Wayne Reitz Union, Gainesville, FL   www.crc.ufl.edu	(352) 392-3261	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900, Madison, WI   www.wi-broadcasters.org	(608) 255-2600	0	No
WorkInSports.com	Webmaster	www.workinsports.com	N/A	0	No

**6) Total # of Interviewees Referred:** For the period from September 22, 2015 to September 23, 2016, this Employment Unit interviewed 17 interviewees for full-time job vacancies.

## 7) Supplemental Recruitment Initiatives.

### (a) Initiative: Internship Program

The Employment Unit operates an internship program, which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 40 interns participated in the program and all received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a Sales Manager, General Manager, Content Director, or Marketing Facilitator. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area including: Palm Beach Atlantic, Northwood University, Connecticut School of Broadcasting, Florida Atlantic University, Lynn University, Nova Southeastern University, Palm Beach Community College, University of Florida, and University of Miami.

### (b) Initiative: Mentoring Program

The employment unit has implemented a mentoring program called Big Brothers/Big Sisters. It is intended to pair up Good Karma Broadcasting teammates (*i.e.* employees) across markets and encourage veteran teammates and new teammates to develop a relationship, share ideas and advice and become a resource for each other.

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**(c) Initiative: Job & Career Fairs**

**Palm Beach Atlantic Career Fair.** On October 14, 2015 members of the ESPN West Palm team participated in this career fair.

**Keiser University Career Fair.** On August 18, 2016 members of the ESPN West Palm team participated in this career fair.

**Lynn University Career Fair,** 3601 N. Military Trail, Boca Raton, FL 33431. On September 14, 2016 members of the ESPN West Palm team participated in this career fair.

**(d) Initiative: Participation in Educational Institution and Community Events**

**Palm Beach Chamber (October 15, 2015):** The Vice President of Good Karma Brands/General Manager of ESPN West Palm participated in a speaking engagement.

**“Farm City” Economic Forum (November 20, 2015):** A member of the ESPN West Palm team participated in a speaking engagement.

**Student Aces Captain Summit (April 5, 2016):** The Vice President of Good Karma Brands/General Manager of ESPN West Palm participated in a speaking engagement.

**Central Palm Beach Chamber Economic Forum (April 20, 2016):** A member of the ESPN West Palm team participated in a speaking engagement.

**(e) Initiative: Job Shadowing Program**

Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area high school and colleges visit the station and shadow an Employment Unit employee for an entire day, giving them a feel for careers in the broadcasting industry.